It’s time for the AdColony Intelligence Summit 2019 hosted on September 2nd and 3rd in Istanbul, Turkey!
Join an exclusive group of industry leaders as we define the future of digital marketing.

Who is AdColony?
AdColony is one of the largest mobile advertising platforms in the world with a reach of more than 1.5 billion users globally. With a mission to elevate the state of mobile advertising by focusing on the highest quality consumer experiences that deliver outcomes for brands and publishers on today’s most popular apps, AdColony is trusted by Fortune 500 brands and over 85% of the world’s top grossing mobile publishers.

What is AdColony Intelligence Summit?
In 2018, as AdColony EMEA & LATAM we decided to reach out to our business partners across 5 continents to organize a digital industry event unlike any other. With the inaugural AdColony Intelligence Summit in 2018, people from all around the world gathered in Istanbul and had a chance to talk about the hottest topics in digital marketing world while enjoying the unique Istanbul experience.

COME JOIN US IN THIS YEAR’S ADOCOLONY INTELLIGENCE SUMMIT ALONGSIDE

Who will be at ACIS19?
Leading media companies

Global brands

Leading media agencies

What are the hot topics?

RESEARCH METHODOLOGY VIEWABILITY CONTENT MARKETING BRAND SAFETY VIDEO ADVERTISING B2B MARKETING MEASURABILITY AD FRAUD CREATIVITY INTERACTIVITY AND ENGAGEMENT POWER OF SOUND RESEARCH METHODOLOGY
HIGHLIGHTS FROM ACIS18

THANKS TO ACIS18 MEDIA PARTNER CAMPAIGN MAGAZINE THE EVENT WAS BROADCASTED LIVE AND RECORDED. IF YOU MISSED OUT LAST YEAR.

You can watch the full content here

VISIT PAGE
https://www.campaigntr.com/adcolony-intelligence-summit/

WATCH NOW
https://www.youtube.com/watch?v=HBgFX4EpHJo

- DAY -
1

WATCH NOW
https://www.youtube.com/watch?v=THprrxclSUk

- DAY -
2

CRACKING THE CODES OF CREATIVITY & INNOVATION WITH MINDSCAPES
Harness the power of technology to demonstrate your brand message in an innovative way and deliver value to your audience.

“Most of the creative ideas actually share a thought model that can be analyzed”

Yonathan Dominitz
Mindscapes Founding Director & Prominent Cannes Lions Keynote Speaker

HIGHLIGHTS FROM KEY SESSIONS

MOBILE GAMING RESEARCH WITH ONDEVICE RESEARCH
Understanding consumer interactions, habits, and behaviors is the key to effective reach and relevant messaging.

“If you plan on advertising on mobile games - that means your audience is in good place; positive, having fun and laid back. They are also multitasking most of the times. Which means an ideal environment to deliver multiple messages for both agencies and brands.”

Sarah Robson
OnDevice Research Sales Director
PANEL: FROM GLOBAL TO LOCAL
Being a global agent in local markets has its strengths & difficulties - panelists from Wavemaker DK, OMD GR, Mediacoam ZA, and PeriscopixUK shared their globalization, localization & globalizing experiences.

“When you find a big idea, media turns it into an even bigger one and triggers the action from your idea”

Klaes Simonsen
Mindshare Denmark Sr Digital Account Manager & Head of Digital Production

“Any campaign that takes into consideration country trends and local people’s choices would result in much better performances”

Amy Hardman
Periscopix UK Associate Team Leader

IN-APP MEASUREMENT AND BEYOND WITH MOAT
To gain better business results, it’s essential to reach the right audience in the proper context. Brand-suitable and safe environments are just as important as proper ad duration and screen real estate.

NIELSEN ANALYSIS: BRAND STUDY BENCHMARKS
Considering how digital behaviors have evolved, you must choose your ad format and medium wisely. Real views mean real engagement and return customers.

HOW TO AVOID FRAUD IN PERFORMANCE CAMPAIGNS WITH ADJUST
It’s more important than ever to fight fraud and make stronger decisions based on accurate data. Adjust offers tools like anonymous IP filtering, hyper engagement filtering, and distribution modeling, which can all make a huge difference in securing real users and saving budgets.

“Ad Fraud means a lot more than just money going to waste. Fraud also is the key reason behind making wrong decisions for brands.”

Ender Özcan
Adjust Regional Director Southern Europe/Benelux & MENA

PANEL: ENSURING BRAND SAFETY AS AN ADVERTISER.
Understanding the importance of measurements & verifications - our panelists from Nestle, MOAT and WB will share their corporate experiences & thoughts on the topic.

PANEL: MEASURING QUALITY FOR CLIENTS
Having the most fitting environment & mindset to reach out to the consumers at hand - but how does a client measure quality on their end? Panelists from Mediacoam, UM MENA & Curat South Africa talked about their perceptions of quality and their experiences across various media outlets.
**PANEL: MEASURING QUALITY FOR CLIENTS**

Having the most fitting environment & mindset to reach out to the consumers at hand - but how does a client measure quality on their end? Panelists from MediaCom, UM MENA & Carat South Africa talked about their perceptions of quality and their experiences across various media outlets.

“We need to look beyond the traditional measurement metrics. You need to always focus on the content: right product, right place and right audience should be a definite must.”

**Bachir Sayoun**
Starcom MENA Digital Manage

**PANEL: HOW TO MEASURE ATTENTION THROUGH CREATIVITY?**

Having covered two sides of innovation in digital - creativity & technology, panelists from different regions and branches of Unilever talked about how they approach, perceive & maintain creativity and user attention thereafter.

“There isn’t a single magic formula that works for all brands. Everyone needs their own story for their campaigns. And this calls for constant control & optimization for best possible results.”

**Evre Peştereli**
Mindshare Turkey Head of Interaction

---

**Christos Sarros**
Senior Director EMEA, Oracle, MOAT

“The event is great - we are only in the first morning session and we just come out of a really engaging panel. It was great to see brands and agencies and ourselves all come together to be able to talk about brand safety and other important industry topics.”

---

**Clare Trafankowska**
Head of Digital, Carat

“I’m loving it - it’s incredible to see so many brains in one room from all over the globe. We do tend to get quite siloed in our individual regions so it’s really great to be able to share thoughts…”

---

**Derya Cantutan Ata**
Senior Brand Manager at Unilever, Lipton

“The quality is very high - both in terms of content and the participant profile. Another great thing is that we have people from all sides of the media ecosystem from creativity to measurement, from agencies to technology providers…”

---

**YOU ARE INVITED!**

Please RSVP from here so that we can contact you for your travel details.

[REGISTER](https://acisi18.eventbrite.com)

September 2-3rd 2019, Istanbul

swissôtel The Bosphorus

All flights, accommodation, delicious Turkish cuisine and Istanbul experience are included in the invitation.

[www.adcolonyintelligencesummit.com](http://www.adcolonyintelligencesummit.com)